

## ABSTRACT OF THE DISCLOSURE

The present invention involves a retaining device to retain an object having indicia for display. The retaining device includes first and second side walls spaced opposite each other, wherein each side wall has opposite ends. The retaining device further includes first and second retaining walls connecting the side walls together. Each retaining wall is connected to one end of each side wall to space apart the retaining walls opposite each other forming an inner space. Each retaining wall has outer and inner surfaces, wherein the inner surface of the first retaining wall has an aperture therethrough and a first lip extending from the inner surface toward the inner space to contact the object when retained within the inner space.